

ABSTRACT OF THE DISCLOSURE

Durable self-adhesive laminates for use as supports for labeling comprising:

(a) a thermoplastic resin film having (A) a label-receiving side and (B) an adhesive side, the label-receiving side consisting of a controlled-release surface without making use of a coated release substance and adapted to support a removable label attachable thereto by means comprising attraction forces between the resin film and a label; and (b) an adhesive having an ultimate release energy level greater than the attraction forces between the resin film and a removable label or labels.

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